

# Discussion

We all know utility, security and telecom services to buildings. Clean air as a service is new and presents an opportunity to service providers and appliance manufacturers alike. So the question we want to discuss is:

- 1. What are essential ingredients for building a Clean Air Service business strategy?**
- 2. What can we learn from this on building Smart Building Business in general?**

# Discussion structure

- **First 15 min: explore the issue**
  - What are the drivers behind growing demand for clean air services?
  - Who is a position to deliver?
- **Next 15 min: identify approaches to a solution**
  - What kind of strategies can one follow given this market?
  - What are the three main possible approaches to this market?
- **Finally: generalize, identify key take-aways**
  - What do you think about smart building integration in general?
  - What are the main success indicators according to you?

# Smart Home and Built Environment Track - Interactive Session Key Take Away Points

- While monitoring and managing indoor air quality, ***outdoor air quality shouldn't be neglected*** since it is one of the main sources of indoor air pollution; there's potential to deal with air pollution on a city level
- Providing enough information by means of sensors is key to enable generation of insights signaling main air pollutants, their source, and effects on human health; it's possible to ***profit from the data by offering additional services***
- ***Indoor air quality can be automatically managed*** leveraging information provided by sensors that can be integrated into heating, ventilation, and air conditioning (HVAC) systems within a building
- ***Identify benefits*** of good indoor air quality ***and all beneficiaries***, including building occupants and real estate owners; aim to create an environment where people want to live and work